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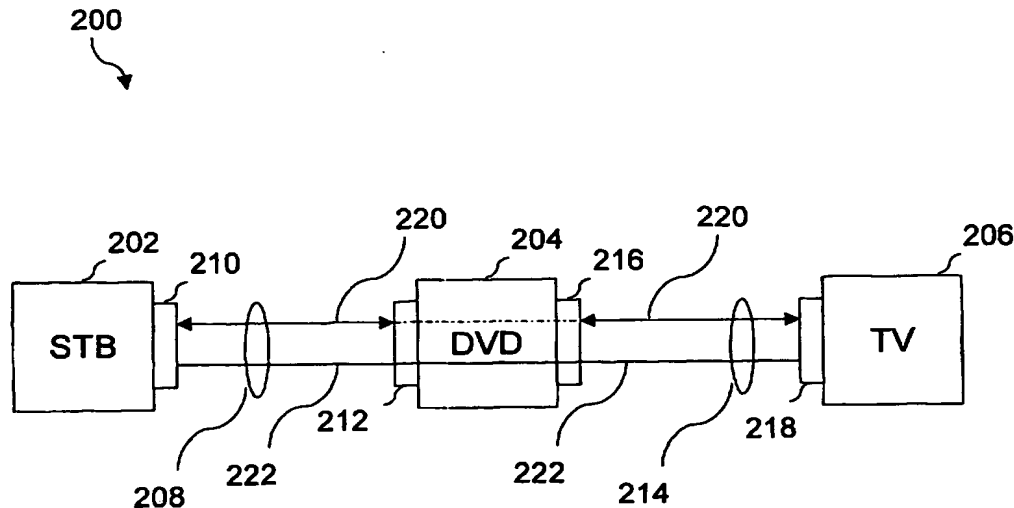
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(54) Title: **IMPROVED INTERCONNECTION BETWEEN COMPONENTS OF A HOME ENTERTAINMENT SYSTEM**



(57) Abstract: A system (200) and method are described for exchanging data such as software updates, menus and digital AV content (e.g. MPEG2 streams) between components (202, 206) of a home entertainment system (200) interconnected using analogue AV connections such as phono/RCA or (preferably) Scart (208, 214). A first component (202) indicates (222) to a second component (206) that a data exchange is planned utilising one or more available analogue AV connections (220). In response, the second component (206) adapts its processing to accommodate the data exchange, for example routing and processing exchanged data instead of handling it as analogue AV content. In this way, existing analogue AV connections (208, 214) may be used to transfer data from one component to another in a home entertainment system without perturbing normal analogue AV operation whilst saving standardisation and deployment costs associated with defining new connectors and cordsets for such data transfer.